

Bike to the Future Monthly Meeting

February 12, 2013 – 5:41 to 7:09 PM

Sport for Life Centre, 145 Pacific Ave

Minutes

Directors:

Present: Jeremy Hull (meeting chair), Kevin Miller (notes taker), Dave Elmore, Kaye Grant, Barrett Ens, Curt Hull, Loren Braul, Bill Newman (at 5:50)

Regrets: Charles Feaver, Tom McMahon, Jim Falloon, Chris Chypyha

Members

Present: Mark Cohoe (Executive Director), Amanda San Filippo (Bicycle Valet Winnipeg), Bryan Goods, Currie Gillespie (Manitoba Cycling Association), Jason Carter, Kevin Champagne, Bromley Basford

Regrets: Guy Madill

Non-members

Present: Ian Frank

1. Welcome and Introductions

- All attendees introduced themselves.

2. Approval of Agenda

- We approved the agenda by consensus.

3. Approval of Minutes from the previous Monthly Meeting

- The January Monthly Meeting minutes, which have been posted at biketothefuture.org/about/meetings, were briefly reviewed and then approved by consensus.

4. Sharing

a. Good News!

- None.

b. Emerging Challenges:

- None.

5. Monthly Updates

a. Finances

i. Financial Statement (Bill)

- Mark and Kaye have met with Bill to produce a financial statement, as of 2012-Dec-31.
- Our new financial system is “double entry”: assets, liabilities, & equity on a balance sheet, and income & expenses (by project) for the current fiscal year. Our fiscal year is April 1 to March 31. Our old financial system was a “general ledger”.
- The financial statement (two pages) is attached. Prior to our March Monthly Meeting, additional accounts and features will be added.

ii. Budget (Jeremy)

- Jeremy presented a preliminary budget for discussion. He had emailed a draft version to directors.
- We agreed to the general principle that Bicycle Valet Winnipeg and Bike to Work Day should be treated as self-contained operations so they would retain any surplus they produce, apart from providing an administrative fee or payment to our general operational budget. This payment should be done once a year, at the end of the year.
- The budget (four pages) is attached. **Directors should send questions and comments to all other directors and staff.** Members can also comment on it.

- b. **Administration** (Mark)
 - Fundraising / Grants / Partnerships, Communications / new website, Executive Director's report
 - Mark's ED report is attached.
- c. **Public Advocacy**
 - **Province** (Charles)
 - Charles' report is attached.
 - **City** (Mark)
 - Mark's report is attached.
- d. **Safety and Education** (Dave)
 - Dave's report is attached.
- e. **Community Bike Events**
 - [Winter Bike to Work Day](#) and [Ice It to Work Day](#) are on Friday February 15.
 - See the "Parade Permits" section of Mark's ED report (attached).
- f. **Bicycle Valet Winnipeg** (Amanda)
 - Amanda has contracted with the Winnipeg Blue Bombers for 2013. There will be two sets of permanent racks (in two locations, to park 290 bicycles) at the new stadium.
 - Another large contract has been renewed: the MS Bike Tour.
 - BVW needs cash flow to purchase some equipment and supplies. We will fund these purchases, and then we'll try to secure a grant for BVW to recoup our costs.
 - Amanda needs a truck or cargo van to transport BVW equipment to The Forks for [Winter Bike to Work Day](#). **A rental was approved.**
 - Amanda's contract renews in March. She has some questions about the fundraising incentives in it, in particular how that pertains to the Fundraising Committee (see point 7, below) that she is part of. **One or both of the Co-Chairs and also Loren will meet with Amanda in the next few weeks.**

6. Issues

- None.

7. Other Items

- a. **The four "priorities" committees formed at our December Planning Session**
 - i. Fundraising (Jeremy)
 - The committee has met twice. Their report is attached. They meet again in early March.
 - ii. BttF Awareness (Kevin Miller)
 - The report from the committee's initial meeting is attached. **Directors (and members) should read the report and send feedback to all directors or contact@biketothefuture.org.**
 - Items 1 and 5 in the report require Board approval because they affect BttF's Mission and Vision.
 - The "NRG Research" part of item 5 will be discussed (and approved?) at the March Monthly Meeting).
 - iii. Education (Dave)
 - The committee has not had a chance to meet.
 - iv. Rules and Regulations – BttF's City/Provincial/Federal advocacy (Mark)
 - The committee will meet every 6 weeks.
 - Reduced speed limits on residential streets: See the City Committee report (attached).
- b. **Can-Bike "bicycle safety" video** (Jason)
 - This is a very condensed version of the [Cycling Canada's Can-Bike program](#). It's a project of the [Manitoba Cycling Association](#).
 - The first section of this video (helmets) was completed early last summer (and shown after a Monthly Meeting). Filming of the remainder of the video is imminent.
 - Jason explained many other aspects of this project.

8. Upcoming Dates

- a. **March Monthly Meeting:** Tuesday, March 12, 2013 at 5:30.

BttF Balance Sheet 2012-12-31

Assets

Assets			\$51,273.03
Current			\$37,129.81
Bank acct		\$35,541.48	
PayPal		\$703.63	
BV Start-up advance		\$884.70	
Inventory (merchandise)			\$1,084.14
Fixed Assets			\$13,059.08
Investment (ACU share)		\$5.00	
Display Trailer		\$2,933.50	
BV capital equipment		\$10,120.58	
BV Tools & equip	\$842.59		
BV Racks	\$2,096.56		
BV Fencing	\$360.62		
BV Tents	\$2,516.90		
BV Trailers	\$3,333.19		
BV Signage	\$970.72		
Total Assets			\$51,273.03

Liabilities

Liabilities			\$20,867.00
Accounts Payable		\$867.00	
E.D. A/P	\$667.00		
BV Director A/P	\$200.00		
Deferred income			\$20,000.00
Total Liabilities			\$20,867.00

Equity

Retained Earnings			\$30,406.03
Total Liabilities & Equity			\$51,273.03

BttF Income/Expense For Period Covering 2012-04-01 to 2012-12-31

Revenues

Income		\$51,442.33
Membership dues	\$380.00	
Donations	\$100.00	
Grants	\$7,000.00	
ACU Grants	\$3,500.00	
MEC Grants	\$3,500.00	
Education offerings	\$10,899.74	
MPI grants (Skills Course)	\$10,899.74	
Bike to Work Day	\$20,000.00	
BTWD Grants	\$20,000.00	
Bike Valet	\$13,053.31	
BV Fees	\$12,905.00	
BV Donations	\$148.31	
Interest Income	\$9.28	
Total Revenue		\$51,442.33

Expenses

Expenses		\$46,162.75
Bank Expenses	\$14.44	
PayPal Fees	\$14.44	
Fees and Legal	\$75.00	
Staff contracts	\$2,716.65	
Office expenses	\$17.00	
Conferences & Education	\$1,100.00	
Advertising & promotion	\$3,842.90	
Website	\$3,807.63	
Entertainment	\$35.27	
Sponsorship	\$450.00	
Miscellaneous	\$450.00	
Education offerings	\$9,600.00	
Skills Course Exp	\$9,600.00	
Bike to Work Day	\$20,000.00	
Bike Valet Operations	\$8,346.76	
BV Admin contracts	\$5,773.78	
BV Supplies & Maintenance	\$908.83	
BV Advertising & Website	\$400.00	
BV Insurance	\$904.15	
BV Storage	\$360.00	
Total Expenses		\$46,162.75
Net income for Period		\$5,279.58

Establishing a Bike to the Future 2013-2014 Budget – by Jeremy Hull

The following figures are based on currently available financial information. The financial statements are currently being revised and may result in some changes to the 2011-12 and 2012-13 budget years.

The purpose of this budget is to set **revenue and spending targets for 2013-14**. Core operations are separated from self-contained projects, such as Bike to Work Day and Bike Valet Winnipeg. The following are the principles are proposed to govern our budget:

- 1) Our core **operations should be kept separate from our "projects"** such as Bike to Work Day and Bicycle Valet Winnipeg.
- 2) These **projects**, particularly Bike Valet, should **provide an administrative fee** to our core operations, but otherwise should **retain any surplus** they generate and use the surplus to develop their own operations.
- 3) Our goal is to **double the funding for our executive director position** next year. We won't be able to operationalize this, however, until we generate more funding.
- 4) We will work to **increase membership renewals and donations, along with other fund-raising initiatives and grants**. Part of this will involve defining levels of sponsorship from potential donors, and part of it will require communicating with members (a membership drive) to tell them what we have been doing, seek their feedback, and ask them to renew and/or donate.

Exec. Director Salary & Benefits Calculations

Remainder of Current Year

Salary = \$600/mo	3,000
Benefits (CPP & EI) @ 7.5%	225
Total	3,225

2013-14

Salary = \$1200/mo	14,400
Bonus (30% x 9,400)	2,820
Benefits (CPP & EI) @ 7.5%	1,292
Total	18,512

Preliminary 2013-2014 Budget - Bike to the Future
Feb 12, 2013

Item	2011-12 Actual	2012-13 Estimated	2013-14 Proposed
I. Bike to the Future Core Operations			
Revenue			
Memberships Fees	1,338	500	5,000
Donations	100	100	2,000
Interest	7	10	20
Bike to Work Day Amin Fee	0	0	2,000
Bike Valet Winnipeg	7,003	5,200	2,100
Fundraising Initiatives	0		2,000
"1 Metre Please" Jerseys		700	
Wpg Ad Ed Centre fundraiser		1,000	
Grants			5,000
ACU	4,000	3,325	
MEC	2,000	0	
MPI Skills Course admin fee		1,260	
Total	14,448	12,095	18,120
Expenses			
Administration & Legal	438	960	960
Salaries & Benefits	5,214	5,432	15,480
Bonuses			3,032
Advertising & Promotion			
Web Site	126	1,358	500
Other Office Costs			
Paypal	37	50	150
Cycling map	300		
Display Trailer	3,644		
Wrench program sponsorship		450	
Support for Anders - Winter Cycling Conference		250	
Total	9,759	8,250	20,122
Net Income – Core Operations	4,689	3,845	-2,002

Preliminary 2013-2014 Budget – Continued
Feb 12, 2013

Item	2011-12 Actual	2012-13 Estimated	2013-14 Proposed
II. Bike Valet Winnipeg			
Revenue			
Fees	5,400	10,905	14,000
Grants	7,700	148	0
Total	13,100	11,053	14,000
Expenses			
Salaries & Benefits	1,666	3,950	8,000
Volunteer Support	1,927	0	0
Supplies	1,793	759	1,000
Insurance	435	904	1,200
Advertising	36	0	0
Storage	240	240	240
Transfer to BttF Operating Budget		5,200	2,100
Total	6,097	11,054	12,540
Net Income – Bike Valet	7,003	0	1,460

III. Bike To Work Day

Revenue			
Fees	0	0	0
Grants	20,000	20,000	20,000
Total	20,000	20,000	20,000
Expenses			
Admin Fee	0	0	2,000
Bike to Work Day Expenses	20,000	20,000	18,000
Total	20,000	20,000	20,000
Net Income – Bike to Work Day	0	0	0

IV. Other Projects (MPI Training Program – 2012-13)

Revenue			
Contract		10,900	
Total	0	11,110	0
Expenses			
Admin Fee		1,260	
Trainer Fees		8,400	
Training Expenses		1,450	
Total	0	11,110	0
Net Income – Other Projects	0	0	0

BIKE TO THE FUTURE TOTALS

Total Income	40,545	47,798	48,020
Total Expenses	35,856	43,954	48,562
Net Income – Bike to the Future Total	4,689	3,845	-542

Executive Director's Report -- February 2013 – by Mark Cohoe

Memberships 782;
Listserve : 1649;
Facebook Likes: 135

Red Moon Road Fundraiser

The Red Moon Road Fundraiser was a definite success. We had paid attendance of 118, and sold another 34 \$20 tickets and 28 \$10 support tickets. Total profit was \$2,368.94, which will be split 60/40 between WAEC Commuter Cyclist Club (\$1421.36) and BttF (\$947.48). We will pay \$650.00 to Bistro 7 ¼ who will in turn make a donation of \$650 to WSD #1's Heritage Fund, and will donate \$771.36 to WSD #1's heritage fund to fulfill the \$1421.36 donation. This was a very positive event, and was attended by members of City Council and Winnipeg School Division, and has cemented our relationship with WEAC's commuter cyclist club, which helps students receive refurbished bicycles and cycling skills. Preliminary financials are attached (Bistro 7 ¼ needs to be confirmed).

Ice it to Work Day

We will be hosting the Hugo Docks pit stop this Friday February 15th 7-9am for Ice it to Work Day. We have two volunteers for the morning.

Web Site Development

This has been put off until next month.

Grants

The fundraising sub-committee is working on a sponsorship package, which we will hope to bring to the board for a decision at next month's meeting. I am also working on a cycling skills education program for the summer. This work will need to be integrated with the education sub-committee. A revival of the fall forum with a broader city wide theme is also being considered, but is at a very early stage right now.

Bike to Work Day – Bike Shorts

I am looking into a bike shorts film night Thursday June 20th. We would use the DVD created as part of Portland's Filmed by Bike as the basis for the evening.

Parade Permits

I have been contacted by Roger LaRiviere regarding the City of Winnipeg's parade permit by-law, which currently does not allow for parades of bicycles. This means that the Winnipeg Police Service will not allow parade permits that would allow for police escorts of cyclist, for such events as Muddy Waters, the Ride of Silence or for a High School trip to Birds Hill Park. I have contacted members of the Mayors Environmental Advisory Committee about this, and will work out a resolution with them that can be brought to council to amend the by-law.

Priorities for the next Meeting

- Cycling Skills Course Grants
- Bike Shorts
- Web Site Development
- Sponsorship Package
- Parade

City Committee Report -- February 2013 – by Mark Cohoe

Pedestrian and Cycling Strategy

The contract has still not been awarded. It may need to go through council approval to be awarded, which means it will be starting off behind schedule.

2013 Budget

I made a [presentation](#) to the Executive Policy Committee on Wednesday January 16th with regard to the 2013 City of Winnipeg budgets.

Reduced speed limits on residential streets

Tom and Charles helped put together a presentation on Councillors Eadie and Smith's motion to reduce the residential speed limit to 40km/hr. You can view our statement [here](#). Ultimately, the motion did not pass.

Kilcona Park Renewal project

Kilcona Park (which includes the Harbour View Recreation Complex) was created in the early 1980s, but the City has spent very little on maintenance or development since then.

Brion Dolenko represented BttF at a Renewal Visioning Workshop hosted by Hilderman Thomas Frank Cram Landscape Architects. Brion submitted a report to Mark and Kevin Miller; the session went very well.

Kevin, as an individual (Transcona resident), has submitted written comments about the park's active transportation access to the City's project team.

Plessis Road Underpass and Widening project

Kevin Miller is BttF's rep on this project. He meets with the City's consultant (MMM Group) next week to see their conceptual plan and comment on its active transportation aspects.

Provincial Committee Report -- February 2013 – by Charles Feaver

We submitted a [position](#) to the Provincial Consultation on the budget. Rather than ask for specific projects, we took a broader view, emphasizing that the province cannot afford to carry on down the path of car dependency forever; the combination of infrastructure costs and health costs that result from such a course will ultimately overwhelm the Provincial budget. We suggested they start changing course this year, setting new goal and new measures of success. I tested this approach at one of the open community meetings with the Minister of Finance, and he acknowledged the problem, while promising to do more on AT. We are changing the argument; not "do us a favour at the expense of motorized road users", but rather "Motorized road users are pushing you to do things the Province cannot afford to continue doing, we are helping you by pointing the way to sustainable transportation".

In the second half of February, we will participate in a Manitoba Eco-Network submission to the Province on their consultation on the *Green Prosperity Act*.

I have requested opportunities to brief both the NDP and PC provincial caucuses on bicycling and transportation before the spring cycling season starts. The NDP are working to find a suitable date. I will have to remind the PCs of my request.

I am not aware that we have had any response from MPI about providing helpful suggestions for the March Road Safety conference. We need to find a way to get that process moving. That conference could play an important role in developing a common understanding of how bikes and cars should share the road in this Province.

Safety and Education Report – February 2013 – by Dave Elmore

Education Development Sub-Committee

At the December 18 planning session a sub-committee was established to look at education opportunities and the development of resources. The committee includes Dave Elmore (chair), Curt Hull, Charles Feaver, Jim Falloon, and Loren Brault.

Unfortunately circumstances prevented the committee from meeting in January as planned and so the initial meeting of this committee has not yet taken place. Reporting on this sub-committee's plans will be delayed until the March meeting.

MPI's Cycling Champion Courses

MPI has not indicated any further plans for cycling champion courses in the spring. They have however offered to include as part of their potential funding for Bike to School Week (BTSW) to provide a training session at each of the six schools. It should be noted that at this time BTSW has not been confirmed but it is hoped that a decision will be made in the next 2 weeks. It should also be noted that BTSW is not a project of BttF and is being planned by a small committee formed specifically to try and make this event a reality.

Bike Safety Video

No update on the development of the video. The first section which deals with helmets is complete and still planned for release in the spring.

CAN-Bike

Cycling Canada is still updating the Can-Bike curriculum and documents. Some documents have been forwarded for review and comment. Insurance requirements for Can-Bike courses have been clarified and Dave is working with MCA to get further information on premiums and requirements.

Leisure Guide Courses

The City of Winnipeg has booked 2 cycling courses through the Leisure Guide for the spring. A beginners course will be offered on May 4 (12 to 4) at Fort Rouge Leisure Centre and a commuter course will be held on May 11 at St. James Civic Centre. It has been clarified that insurance is not required for these courses as the City covers liability for instructors and participants.

The city was not interested in pursuing an expansion of these courses at this time. This can be looked at again for next spring however it seems clear that we will have to look into possible locations and do some of the leg work if this is going to happen.

BttF Strategic Priorities 2013 - Awareness

Awareness Committee Chair: Tom; Members: Mark, Kaye, Kevin

The first meeting of the committee was held on Thursday January 3 at Tom's house.

The first report to the Board will be at the February Monthly Meeting (Tue Feb 12), followed by subsequent email discussions.

Actions

1. Develop a process to decide whether we broaden our Mission to all of Manitoba.

- Most of us agree that continuing to work with the provincial government and provincial agencies (for example, MPI) is mandatory, and that anything they do will affect the entire province.
- We recognize that any advocacy we do with respect to the provincial government and provincial agencies will impact cyclists outside the City of Winnipeg.
- We recognize that cycling advocates outside the City of Winnipeg are unlikely to ever have a critical mass and there should be a cycling advocacy group that they can feel they are welcome to join.
- We recognize that many Winnipeg cyclists cycle outside of the City and that cycling outside of the City is important to Winnipeg cyclists.
- We recognize that as an organization we need new members.
- We are worried about inflated expectations. We do not have the resources to monitor local situations outside of Winnipeg or to advocate for those local situations. Only volunteers from the local municipalities themselves can do that.
- We do not have funds to pay for teleconferences or video link-ups to members outside the City for monthly meetings, and even the logistics involved in setting those up may be beyond our capacity.

2. Determine how to increase our membership.

- Various strategies for increasing membership were discussed, including:
 - improvements to the web site;
 - making Bike to the Future more open to cyclists outside of Winnipeg;
 - examining the name of the organization;
 - ensuring that the organization's branding is present on all of our activities, including Bike to Work Day and Bike Valet;
 - ensuring that we have signage, membership forms and donation jars available at every Bike Valet event and any other event where we are present;
 - investigating distribution of posters/brochures at bike stores.
- Mark will prepare a set of volunteer work descriptions that are specific and detailed, so that a person knows exactly how to succeed at the task and how much time the task will take.

3. Develop plans for migrating content to our new website and keeping content on the new website current and interesting

- In 2012, BttF made the decision to hire Dave Pensato to develop a new web site based on WordPress and ready-made templates. That contract is now complete.
- BttF must migrate content to our new website. In November, Kevin documented how Triathlon Manitoba migrated historical content during its early 2010 website conversion. He had forwarded it to the Board. He'll re-send it to Mark.
- BttF must make the new web site go live. This should be done soon.
- It seems unlikely that Forums will generate much traffic; we should focus instead on a comments feature under new items.

- Discussions/comments from the public on the web site should require a registration process to reduce abuse from anonymous posters and reduce the burden of monitoring the discussions/comments on the web site.
- We are worried about inflated expectations. We all know the extra resources devoted to keeping content current makes for a better website. However, that depends entirely on the willingness of our volunteers, especially directors, to actively and regularly contribute content. Wishing the web site is kept current is very different from making it so. We have seen in 2012 that very few directors attended meetings about the development of the new web site, about how to add content to the new web site, or offered specific comments on the ideas for the new web site. What will be different about 2013?

4. Develop a communication strategy: how to create contents, using social media.

- We have a Facebook page and Twitter account. A year ago they were being used often.
- Our Announce list newsletters should be produced using a modern newsletter tool such as MailChimp or ConstantContact, but be careful not to ask readers who have already opened the email to click again to open a second attachment and wait for it to load.
- Add an unsubscribe - MailChimp or ConstantContact would both automate this.

5. Determine a process to discuss and resolve branding.

- David Pensato was recommended to BttF in large part due to his expertise in branding issues. In fact, his expertise is branding and not so much in programming web sites. David's work with the Green Action Centre rebranding was a primary reason why BttF chose to engage David. David has recommended that BttF change its name to either Bike Winnipeg or Bike Manitoba.
- In early December, Kevin compiled all previous rebranding / visioning / priorities discussions and from February 2011 to July 2012 and sent it to all directors" along with many other Directors' arguments/comments.
- One method for dealing with rebranding would be to engage in research from our members and the public (remembering that we are trying to reach people who are not currently members). The purpose of the research would be to assess the "brand value" of Bike to the Future and to compare reactions between "Bike to the Future" and one of "Bike Winnipeg" or "Bike Manitoba".
- [NRG Research](#) has provided a proposal. Their advice and proposal is as follows:
 - We would be able to provide feedback and help with the development of a questionnaire that you could distribute to your member list if this is something you decided to do.
 - For focus groups, we are happy to provide the facility and moderating services free of charge.
 - We can work with you to finalize the research approach develop the moderators guide.
 - The focus groups can either be recruited by you (asking two groups of 8 people you know enjoy cycling or from your member list to attend) or we can approach our Winnipeg panel via email and invite participants this way. Ideally two groups of 8 participants.
 - The report would be in the form of a debrief after the groups and a copy of the DVD recording.
 - It's really important for you and your colleagues to observe the groups, this is where you will gain the most insight.
 - The cost involved would be providing an incentive to the participants; I suggest \$50 per person. Although your members may come for less, a good incentive ensures people actually attend the group. I suggest having a shorter 1.25 hour group as well to ensure people attend. We also feed our participants sandwiches so there would be the cost of about \$75 for sandwiches and refreshments."

Kaye has experience in conducting research of these kinds before. Kaye's opinion is that the above is a good offer. Kaye has volunteered to work with NRGResearch on the above.

Decision needed: Whether to proceed with the NRGResearch proposal.

6. Outreach schedule – link with the Education Committee’s schedule.

- This would be a listing of bicycling events in Manitoba, with a particular but not exclusive focus on events where the BttF bicycle trailer would be present.
- One discussion was whether and how to make our web site a “go to” site cyclists. The discussion is whether the web site should be limited to advocacy and educational items, or whether it should expand to provide information about group rides offered by others and various trail maps.
- The schedule would include the dates of any upcoming education courses at hand.
- One objective is to use the outreach events as a way to sign up students for the cycling skills courses.

7. Determine opportunities for increasing awareness via *Bicycle Valet Winnipeg* and *Bike to Work Day*.

- BtWD
 - Add a check-off box on the BtWD online registration form that allows us to add the registrant’s email address to our announce list.
 - Ensure our logo and website address is on BtWD T-shirts and new banners.
 - We would also want to have a stack of brief/small (1/4 page) BttF promo sheets available at every pit stop.
- BVW
 - Add a field for email address to the paper BVW user form, and add an opt-out box to the form that prevents us from adding the BVW user’s address to the BttF announce list.
 - Have a stack of brief/small (1/4 page) BttF promo sheets available at every BVW event, and encourage BVW users to take one.
 - Have a donation jar and “please donate” sign.
 - Set up our display/trailer at large BVW events.